

## CASIO to Release BRITISH ARMY x G-SHOCK MUDMASTER collaboration with Carbon Core Guard Structure

The first timepiece from the bespoke collection as Official Partner to HM Armed Forces



GG-B100BA-1A

Norderstedt, February 20, 2020 — CASIO today announced the first timepiece to be released as part of G-SHOCK'S and the Ministry of Defence's new partnership. The partnership positions the watch brand as an official partner to HM Armed Forces.

G-SHOCK is an unbreakable timepiece built from a Never Give Up philosophy that makes it perfectly equipped to support UK Servicemen - both on and off-duty – all over the world. G-SHOCK is already the watch of choice for many in the Armed Forces and this limited-edition release further cements the partnership as an official supplier to the Ministry of Defence.

The British Army X G-SHOCK MUDMASTER was designed in conjunction with the British Army, built to withstand the harshest land environments and features an updated Carbon Core Guard Structure and triple-layered carbon-insert bezel, providing durability in a lightweight case. The special edition Mudmaster features a camouflage design inspired by the Army's own Multi Terrain Pattern. Furthermore, the model sports a stealth-black dial, specifically requested by the British Army so as not to attract undue attention when worn on operations.

MUDMASTER'S iconic cylindrical button structure, which further limits debris from entering the watch, as well as a textured band and large buttons to ensure ease of use and high visibility. Boasting a dual layered case back of thin stainless steel and fine resin to keep it airtight, it becomes resistant to shocks while providing a comfortable feel to wear from day to night.

This special MUDMASTER collaboration comprises of many new features, including location and activity-tracking technology. For example, as part of the Bluetooth®

connectivity capabilities via the G-SHOCK Connected App, it is equipped with a special function within the app that provides a location indicator, mission log memory, location memory, sunrise and sunset data, calories burned and more. In addition, the timepiece's Quad sensors - compass, thermometer, altimeter/barometer, and step tracker - further enhance its capabilities.

### Specifications

Construction		Shock-resistant; mud-resistant
Water Resistance		20 bars / 200M
Communication Specifications	Communication Standard	Bluetooth® low energy*
	Signal Range	Up to 2m (may differ depending on surrounding conditions)
World Time		38 time zones (38 cities * <sup>1</sup> and Coordinated Universal Time); daylight saving on/off; home time/world time switching <small>*1 May be updated when connected to a smartphone.</small>
Stopwatch		1/100 second; measuring capacity: 0'00"00~59'59"99 (for the first 60 minutes), 1:00'00~23:59'59 (after 60 minutes); measuring unit: 1/100 seconds (for the first 60 minutes), 1 second (after 60 minutes); measuring capacity: 23:59'59,99"; measuring modes: elapsed time, split time, 1st and 2nd place times
Countdown Timer		Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range: 1 minute to 24 hours (1-minute increments and 1-hour increments)
Alarm		5 daily alarms; hourly time signal
Other Functions		Smartphone Link functions (link with compatible smartphone through Bluetooth®); digital compass; barometer; altimeter (relative altitude readings); thermometer; step counter; sunrise/sunset time display; full auto double LED backlight with afterglow:1.5/3.0 seconds
Battery Life		Approx. 2 years on CR2025
Size of Case		3-9H 34.9mm→53.1mm
Total Weight		Approx.92g

\*The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Casio Computer Co., Ltd. is under license

### About G-Shock

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK is the watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK creates technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, watches built to last forever through a constant pursuit of toughness. Launched in 1983, G-SHOCK celebrated its 35th Anniversary in 2018 and its watches have sold over 100 million in over 100 countries during that time. Alongside its classic offering, G-SHOCK launched its Premium range in 2011. The G-SHOCK Premium collection uses the highest standards of engineering and rigorous testing at its

design centre in Yamagata, Japan, to ensure that every piece remains true to the original concept, whilst a combination of fine materials and styling deliver the ultimate in luxury timepieces.

**About Ministry of Defence**

The Ministry of Defence (MOD) is the British government department responsible for implementing the defence policy set by Her Majesty's Government for the United Kingdom of Great Britain and Northern Ireland. It consists of the Royal Navy, British Army and Royal Air Force. <https://www.gov.uk/government/organisations/ministry-of-defence>



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Package